



Dunottar School



Working at Dunottar

MARKETING MANAGER

For September 2025



Welcome to Dunottar School

Dunottar is a vibrant, co-educational independent secondary school in Reigate, Surrey. We have 460 pupils across years 7-13 (ages 11-18) and are part of United Learning's family of schools. At Dunottar our aim is to bring out the best in every pupil, enabling them to be the very best they can be. Pastoral care is at the heart of everything we do, and we pride ourselves on our warm and nurturing, family environment. In addition, we offer an outstanding education to our pupils and, through excellent teaching and high levels of individual support, seek to enable them to achieve added value which is comparable with what is achieved in the top schools in the UK.

We are delighted that you are considering working at Dunottar School. We are a close knit team where every professional's impact and input is valued. As a rapidly developing school, I am looking for staff who pride themselves on the highest possible professional standards, are keen to immerse themselves in school life and who relish the creativity of the opportunity that is provided here.

In return, you will enjoy an exciting and rewarding professional life where you will genuinely feel that you are shaping not just the futures of the children who attend Dunottar, but the school itself. As part of United Learning's family of schools, your professional development opportunities are second to none. Our staff benefit from the expertise that comes from working with other dedicated staff from a variety of different schools and contexts; so whatever stage of your career you are at, I am confident that you will continue to learn and develop by becoming part of our team.

Mark Tottman, Headmaster



Job Description

Job Title: Marketing Manager

Job Summary: We are seeking a creative and driven Marketing Manager to support the growth and profile of the school. Working closely with the Admissions and Senior Management Teams, this role plays a key part in planning and delivering engaging marketing campaigns that support pupil recruitment and enhance the school's visibility among prospective and current families.

Working Hours: Full-time (37.5 hours per week) during term time, plus 5 weeks out of term time working during the school holidays.

This is a hands-on marketing role, ideal for someone who is innovative, detail-oriented, and passionate about brand storytelling. You'll help drive pupil recruitment and ensure that all marketing materials and campaigns clearly communicate the school's identity and strengths. We're looking for someone who can think creatively, deliver high-quality work, and bring a fresh perspective to how we market the school to prospective families and the wider community.

This is not a traditional marketing role. We're seeking someone with a bold, disruptive mindset—someone who challenges convention, avoids "me-too" marketing, and brings a dynamic, forward-thinking approach to how we present the school, connect with audiences, and build our community.

Key Responsibilities

- Deliver marketing plans that support pupil recruitment and raise the school's profile.
- Coordinate and execute multi-channel marketing campaigns across print, digital, email, and social media.
- Create engaging written and visual content for the school's website, newsletters, brochures, and social media platforms.
- Ensure brand consistency across all marketing materials and communications.
- Maintain and regularly update the school website, ensuring it remains current, informative, and easy to navigate.
- Manage the school's social media presence, creating content and tracking engagement to grow reach and visibility.
- Work collaboratively with the Admissions team to develop marketing materials that support enquiries, visits, and applications.
- Help optimise the prospective parent journey through effective use of marketing channels.
- Monitor and report on the performance of marketing activities, using insights to improve future campaigns.
- Stay informed about trends in education marketing and apply best practices to enhance marketing effectiveness.
- Oversee line management of and delegation of work to Marketing Administrator.





Person Specification

- Proven experience in a marketing role, preferably within an educational or values-driven organisation.
- Demonstrates commercial awareness and a strong understanding of customer relationship management best practices.
- Brings a creative, non-traditional approach to marketing with the confidence to challenge convention and think disruptively.
- Strong writing, editing, and content creation skills for both print and digital media.
- Confident in managing websites (CMS), social media platforms, and email marketing tools.
- Strong visual eye and attention to detail, with the ability to produce and oversee high-quality marketing materials.
- Organised and proactive, capable of managing multiple projects and meeting deadlines in a fast-paced environment.
- Comfortable working both independently and collaboratively across departments.
- Proficient in Microsoft Office and relevant data management systems.
- Confident in utilising AI tools to drive marketing efficiency and support best practice.
- Desirable experience includes working in or with independent schools, using digital analytics tools, and familiarity with design platforms such as Canva or Adobe Creative Suite.

This job description is not intended to be all-inclusive and the post holder may perform other duties reasonably required by the Headmaster. The organisation reserves the right to alter the content of this job description after consultation to reflect changes to the job or services provided, without altering the general character or level of responsibility.



Part of United Learning

Dunottar School is part of United Learning, a large, and growing, group of 14 independent schools and over 100 primary and secondary academies aiming to offer a life changing education to children and young people across England.

Our schools work as a team and achieve more by sharing than any single school could. Our subject specialists, our group-wide intranet, our own curriculum and our online learning portal all help us share knowledge and resource, helping to simplify work processes and manage workloads for an improved work-life balance.

Remuneration

As part of United Learning, we offer competitive salaries, pension scheme, fee reduction for staff children, lunch during term time, access to sports facilities and an extensive range of benefits via a United Learning Rewards Scheme.

The United Learning pay scale for this role is:

£35,000—£45,000 FTE per annum (actual pay £30,975.00—£39,825.00 per annum).

The role is full time (37.5 hours per week) during term time, plus 5 weeks out of term time working during the holidays. Some flexibility may be available by discussion. There is an expectation to work some weekends and for flexibility in hours to meet the demands of this post.

Our Location and Facilities

Dunottar School is based in a handsome Palladian-style mansion set in 15 acres of beautiful grounds, just outside Reigate town centre. In addition to the main Mansion House, the school has modern wings housing classrooms, a university-style Sixth Form Centre with rec room and café. The school has a £4.5m Performing Arts Centre, with music practice rooms and a 500-seat theatre, Art and DT studios. Our sport facilities comprise of a 25m indoor swimming pool, a large Sports Hall with 4-lane cricket net system and three floodlit outdoor netball courts. Rugby and football fixtures are played at Old Reigatians RFC and South Park FC, where we have use of extensive and well-maintained rugby and football pitches.



Contact Information

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